Reliable health information from patients for patients

Impact report 2014

“Support, encouragement, empathy best comes from someone in the same situation as you and that’s why healthtalk.org is so important”
Dear Supporter,

Much has been achieved in the 15 years since our beginnings around Ann McPherson’s kitchen table and 2014 has been no exception. We launched a new website, moved office, changed our name and I joined the team as Chief Executive.

I first came across healthtalk.org when my father was prescribed hormone therapy for prostate cancer in 2004, without any explanation as to what the impact would be on his life. I found reassurance in the sensitive, candid experiences of people who had been through it, on healthtalk.org.

Since joining the charity I’ve been surprised and heartened to see the results we can achieve, even as a small team. So it is with great pleasure that I bring you our first impact report. I hope you enjoy reading it and that you feel inspired to support us with a donation.

With thanks for your continued support,

Luís Carrasqueiro
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Who are we?

We are an online charity that provides health information from patients, for patients, via our award-winning website healthtalk.org (Charity of the Year 2014).

Visitors to our website can find out what it’s really like to have conditions such as cancer, arthritis or depression by watching videos of people who have shared their personal experiences.

World-leading researchers at the University of Oxford’s Health Experiences Research Group have interviewed thousands of people who share their story to help others.

As a charity, we manage and promote the website to anyone who might benefit from it. Our mission is to help and inform patients, carers and healthcare professionals by sharing trustworthy, personal health experiences.

Our information is reviewed every two years as part of our commitment to the Information Standard, an accreditation that is awarded by the Department of Health as the ‘gold standard’ mark of reliable health and social care information.
What did we do this year?

We changed our name

.healthtalkonline.org

.healthtalk.org

We added new sections* on:

- Gout
- Family Experiences of Permanently Vegetative & Minimally Conscious States
- Self-harm: parents’ experiences
- Patient & Public Involvement in Research
- Cleft Lip & Palate
- Multiple Sclerosis: family & friends
- Giving Up Smoking
- Asthma

* With thanks to this year’s generous funders:
The National Institute for Health Research through the SPCR, PGfAR and RfBP programmes
HERG, University of Oxford
The Oxford Biomedical Research Centre
The Economic and Social Research Council (ESRC)

Phil & Maxine have shared their stories to help others on healthtalk.org
We advertised on UK bus stops

We stepped up our advertising with healthtalk.org posters appearing on bus stops across the UK! Outdoor advertisers Clear Channel donated the space and our dedicated British 10k runners raised the funds to print the posters.

We added a new Scrapbooks tool to the website

‘Scrapbooks’ allows users to create and share their own collections of videos and other content from across the site.

This feature particularly helps teachers and learners to make the most of our 25,000 videos and 3,000 patient stories.
Facts & figures

1.5 days of video are watched on the website, every day

2:10 minutes is the average time people spend on each page of the site (average for the web is <1 minute)

2.8 full time staff work for the charity

60% of videos are watched all the way through

87 health conditions or issues covered on the website

100 people supported for every £10 spent

25,000 video and audio clips across the website

2.3 million visitors in 2014 (1.6 million in 2013)

Our 10 most popular sections were:

- Pancreatic Cancer
- TIA and Minor Stroke
- Motor Neurone Disease
- Cervical smear abnormalities
- Bowel screening
- Living with a urinary catheter
- Epilepsy in young people
- Colorectal Cancer
- Leukaemia
- Menopause

Visitors were finding information for:

- themselves
- friend or family
- work
How have we helped people?

91% Would recommend healthtalk.org

85% Say we have the best information they’ve seen

8/10 people leave healthtalk.org feeling better informed

“Thank you for answering so many questions. I see myself in these pages.”
- Margaret, July 2014

7/10 people leave feeling better prepared and less alone

“healthtalk.org is an invaluable site for me, on so many levels, and it helps me feel less alone more than anything or anyone else can.”
- Elsie, June 2014

.healthtalk.org
Get involved

If you have felt inspired by reading about our work, we’d like to ask for your support in helping to keep the website going so we can reach more people in the years ahead.

Become an ambassador
We’re looking for volunteers to help us raise funds and promote our work. All help is appreciated: from tweeting about healthtalk.org or passing on this report to a friend, to organising a fundraising event or helping us to access funding or opportunities. To discuss this further please contact luis@healthtalk.org.

Make a donation
We’re a small charity with a big impact, so even a small donation could help us to reach hundreds of people. With a one-off donation of £10 and gift aid, you could help 120 people. If you are able to give that amount as a monthly donation, you could help more than 1,400 people a year. A regular donation can make a huge difference to our work.

Make a one-off or regular donation today:
healthtalk.org/donate